

Germany: Banking Software (Intro to Report)

The market for banking software in Germany was worth roughly EUR 4.8 million in 2005, and is anticipated to grow by 5-8% annually over the next few years. Branch restructuring, increased customer support, regulatory compliance and the replacement of outdated equipment will be drivers of this growth.

Even though German suppliers of banking software are very competitive, American companies play an important role and many of the large U.S. suppliers have subsidiaries in Germany. U.S. firms looking for German partners are encouraged to work with local VARs, distributors or joint-venture partners since product localization is an important market entry criterion and German end users want local support.

Participation at specialized trade shows, which play a very important role in product marketing, is considered a good first step towards entering the German market....

U.S. exporters should contact me for a free copy of the full 9-page report!

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